RECEIVED CENTRAL FAX CENTER

In the United States Patent and Trademark Office

JUL 0 6 2006

Applicants:

William E. Harvey, et al.

Docket No.:

17,373

Serial No.:

10/020.637

Group:

3623

Confirmation No:

9222

Examiner:

Susanna M. Meinecke Diaz

Filed:

July 6, 2006

For:

December 14, 2001

Date:

Method For Estimating The Effect Of Characteristics On Product Preference

And/Or Concept Performance

Petition for One-Month Extension of Time

Commissioner For Patents P.O. Box 1450 Alexandria, VA 22313-1450

Sir:

An Office Action which, on its face, granted a three (3) month period of time in which to respond thereto was mailed on March 14, 2006, with respect to the above-identified presently pending application. Accordingly, the shortened statutory period for response was set to end on June 14, 2006.

Pursuant to 37 C.F.R. 1.136(a), Applicants hereby request a one (1) month extension of time in which to respond to the outstanding Office Action. Thus, the period of response is to be extended until July 14, 2006.

Please charge the \$120.00 fee (fee code 1251) for this extension of time designated by 37 C.F.R. 1.17(a)(1) to Kimberly-Clark Worldwide, Inc. deposit account number 11-0875. This extension request is submitted in duplicate.

The undersigned may be reached at: (920) 721-2433.

Respectfully submitted,

WILLIAM E. HARVEY, ET AL.

Bv:

Alvssa & Dudkowski Registration No.: 40,596

CERTIFICATE OF TRANSMISSION

I, Mary L. Roberts, hereby certify that on July 6, 2006 this document is being facsimile transmitted to the United States Patent and Trademark Office, Fax No. (571) 273-8300.

07/07/2006 NNGUYEN1 00000049 110875

10020637

01 FC:1251

120.00 DA